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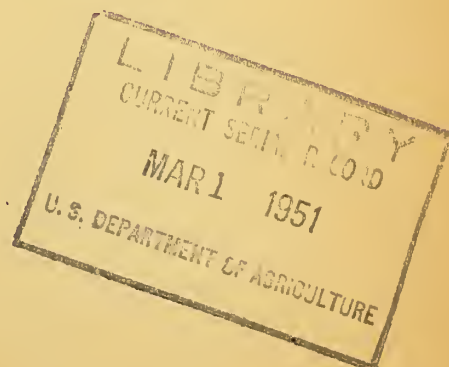
CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN
DECEMBER 1950

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

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Agriculture--Washington



FOREWORD

This report presents data on consumer purchases during December 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
DECEMBER 1950

The data in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Household consumer purchases of frozen concentrated orange juice declined for the second successive month, totaling 1,638,000 gallons in December, compared with 1,865,000 gallons in October and 1,762,000 gallons in November. The average price paid by consumers was relatively unchanged at 21.6 cents per 6-ounce can, which is the lowest average price yet reported. Household purchases from October through December 1950, however, were more than 60 percent higher than for the same period of the previous season.

For the 3 months, October through December 1950, household purchases of frozen concentrated orange-grapefruit blended juice amounted to approximately 140,000 gallons per month and frozen concentrated grapefruit juice about 50,000 gallons per month.

Average prices paid by householders for canned single strength citrus juices continued to decline in December. Despite price declines, household purchases were slightly below November levels. The average prices paid for canned orange juice, grapefruit juice, and orange-grapefruit blended juice have declined steadily since September and by December were about 20 percent lower.

Household purchases of canned pineapple juice in December were 13 percent above the preceding month. Purchases of prune juice declined about 12 percent from November to December as the price continued to increase.

Fresh orange purchases by householders in December totaled 56,350,000 dozens, an increase of over 40 percent from November, but 8 percent below the level of a year ago. Purchases of Florida oranges increased to 28,025,000 dozens in December--about 60 percent over November. California orange purchases of 14,537,000 dozens in December were above November but more than 20 percent below December a year ago. Household purchases of Texas oranges totaled 5,148,000 dozens in December.

In December household purchases of fresh grapefruit totaled 9,737,000 dozens, about 20 percent above the level of a year ago. Householders paid an average price of 88 cents per dozen, compared with 96 cents in December a year ago. Consumers purchased 2,820,000 dozens of Texas grapefruit in December at an average price of 86 cents per dozen.

In December 1950 household consumers continued to purchase larger quantities of dried fruits than during the same period of the 1949 season, even though prices have averaged higher.

Householders purchased 4,541 tons of dried prunes in December, slightly less than in November, but well above the 3,840 tons purchased in December a year ago. Prices paid by householders continued to increase slowly, averaging 26.4 cents per pound in December, compared with 23.3 cents in August before the advance began.

Date purchases by householders totaled 6,246 tons in December--more than double the amount in November. The average price paid by consumers for domestic dates declined from 35 cents per pound in October to 32 cents in December, while the price of imported dates declined from an average of 48.2 cents per pound in October to 46.6 cents in December.

FROZEN CONCENTRATED JUICES

Consumer purchases of frozen concentrated orange juice declined for the second successive month. Purchases in December were 1,638,000 gallons, compared to 1,762,000 gallons in November and the record high of 1,865,000 gallons in October 1950. Purchases, however, were still well above those in any month prior to October (fig. 2). Householders paid an average of 21.6 cents per 6-ounce can for frozen concentrated orange juice in December--practically unchanged from the previous month, but below the average of 23.7 cents per 6-ounce can in December 1949 (fig. 3).

For the period October through December household purchases of frozen concentrated orange juice were more than 60 percent greater than during the same months of last season.

The proportion of families buying frozen concentrated orange juice declined from nearly 18 percent in November to 16 percent in December. At the same time, the proportion of families reporting purchases of fresh oranges increased from 45 percent to 57 percent. A similar pattern occurred from November to December 1949 with an increase in the proportion of families buying fresh fruit and a decline in those purchasing frozen concentrated juice (fig. 1).

Purchase data for frozen concentrated grapefruit juice and frozen concentrated orange-grapefruit blended juice are available for the months beginning October 1950 and are shown separately for the first time this month in table 1.

Frozen concentrated orange-grapefruit blended juice was purchased by 1.7 percent of the families in December, at an average price of 14.5 cents per 6-ounce can, and purchases totaled 142,000 gallons. Purchases were slightly higher than in November, but below the October level of 157,000 gallons. During each of these 3 months, prices paid by householders have averaged around 15 cents per 6-ounce can.

Household consumers in December purchased 50,000 gallons of frozen concentrated grapefruit juice at an average price of 15.6 cents per 6-ounce can. Although prices have declined from 19.1 cents per can in October, volume of purchases changed very little during this period.

CANNED JUICES

In December 1950 household purchases were approximately equal to the November levels for each of the canned single strength citrus juices except grapefruit, which declined 6 percent. Tomato juice purchases in December were unchanged from the preceding month (fig. 4). Household purchases of pineapple juice, however, increased about 13 percent over November.

Average prices paid by householders for canned citrus juices continued to decline in December. The prices of other canned juices showed little change from November (fig. 5).

Average prices paid for each of three of the canned citrus juices (orange, grapefruit, and orange-grapefruit blend) declined about 2 cents per 46-ounce

can in December. Prices paid for orange juice averaged 32.1 cents per 46-ounce can, grapefruit juice 28.5 cents, and blended juice 31.6 cents. The average prices of these three juices have declined steadily since September; December prices were about 20 percent below September levels. During the same period the average price paid for frozen concentrated orange juice dropped 15 percent.

Despite price declines, household purchases of canned citrus juices in December were slightly below November. Householders bought 956,000 cases (equivalent No. 2 cans) of grapefruit juice in December, compared with 1,022,000 cases in November. Purchases of canned orange juice and blended juice were relatively unchanged at 1,272,000 cases and 499,000 cases, respectively.

Household purchases of canned citrus juices during the first 3 months of the 1950-51 season (October-December) were slightly higher than for the same period in the 1949-50 season. Purchases of canned grapefruit juice were 12 percent higher than last season and canned blended juice was up 5 percent, but canned orange juice purchases were 9 percent below last season. Prices generally have averaged slightly lower during the current marketing season than last year. However, the average price paid for canned orange juice in December 1950 was 2 cents (per 46-ounce can) higher than in December a year ago.

Tomato juice purchases of 1,416,000 cases (equivalent No. 2 cans) were relatively unchanged from November. Because of a slow upward trend in prices over the last year, the average of 27.5 cents per 46-ounce can in December was 3 cents above a year ago. The price differential between citrus juices and tomato juice in December was the lowest since the spring of 1949 (fig. 5).

Household purchases of canned pineapple juice totaled 857,000 cases (equivalent No. 2 cans) in December, an increase of 100,000 cases from November. The average price was almost unchanged at 38 cents per 46-ounce can.

A 4 percent rise in the average price paid for prune juice was accompanied by a 12 percent decline in household purchases from 373,000 cases (equivalent No. 2 cans) in November to 328,000 cases in December. The average price of prune juice has increased steadily from 28.0 cents per 32-ounce bottle in August to 32.0 cents in December.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges increased to 56,350,000 dozens in December 1950 from 39,837,000 dozens in November. The purchases during December were about 7 percent below the 61,000,000 dozen level of December 1949. The proportion of families buying any oranges increased from 45 percent in November to 57 percent in December, but was still slightly below the 58 percent who bought in December 1949 (fig. 1).

Florida orange purchases by householders increased from 17,570,000 dozens in November to 28,025,000 dozens in December. Purchases in December 1949 totaled 29,391,000 dozens. During the 4 months, September through December of this season, household consumers bought about 4 percent less Florida oranges than during the same period of the 1949-50 season. The average

price paid for Florida oranges increased to 38.3 cents per dozen in December, compared with 35.6 cents per dozen in November and 32.9 cents per dozen a year ago (fig. 6). The proportion of families buying Florida oranges increased to 27 percent in December from 21 percent in November.

Household purchases of California oranges increased from 12,978,000 dozens in November to 14,537,000 dozens in December. This, however, was well below the total of 18,467,000 dozens in December 1949. For November and December purchases of California oranges this year were about 22 percent below those for the same period of the 1949-50 season. Householders paid an average of 49.4 cents per dozen for California oranges in December, compared with 45.4 cents in November and 42.1 cents in December a year ago. About 21 percent of all families purchased California oranges in December, compared with 18 percent in November and 26 percent in December 1949.

Household purchases of Texas oranges have increased steadily since October, reaching 5,148,000 dozens in December. Household consumers paid an average of 37.6 cents per dozen for Texas oranges in December, compared with 33.7 cents in November. These oranges were purchased by 5 percent of all families during December 1950.

Fresh grapefruit purchases by householders continued to increase during December, reaching 9,737,000 dozens, compared with 8,571,000 in November and 8,053,000 in December 1949. Purchases during the September through December period this season were almost 50 percent higher than those during the same months of the 1949-50 season. The average price paid by householders for grapefruit from all producing areas remained the same as in November at 88.5 cents per dozen. This is substantially below the average price of 96.2 cents per dozen paid in December 1949. Fresh grapefruit was purchased by 30 percent of all families in December 1950.

Purchases of Texas grapefruit for household use increased at a more rapid rate from October through December than did purchases of grapefruit from other areas. The volume of consumer purchases of Texas grapefruit totaled 2,820,000 dozens in December, compared with 2,095,000 dozens in November. The average price householders paid for Texas grapefruit decreased from \$1.01 per dozen in October to 86 cents per dozen in November and December. Nearly 9 percent of all families in the U. S. bought Texas grapefruit in December.

Household purchases of 6,126,000 dozens of fresh lemons in December were slightly above those in November but 18 percent higher than in December 1949. Fresh lemons were purchased by 21 percent of all families in December--practically unchanged from November 1950 or December a year ago. The average price paid for lemons during December was 42.8 cents per dozen, compared with 40.8 cents per dozen in November and 55.9 cents per dozen in December 1949.

DRIED FRUITS

Household consumers continued to purchase substantially larger quantities of dried fruits through December of the 1950 season than in the same period of the 1949 season. Even though prices paid by householders for dried fruit averaged higher in December than they did a year ago, a larger proportion of families reported buying than in any of the 15 months for which these data are available.

For the 3 months October through December of the 1950 marketing season, consumer purchases of dried prunes, raisins, dates, and mixed dried fruits were larger than for the same 3-month period of the 1949 season. On the other hand, purchases of dried peaches, dried apricots, and dried figs were less than in the 1949 season.

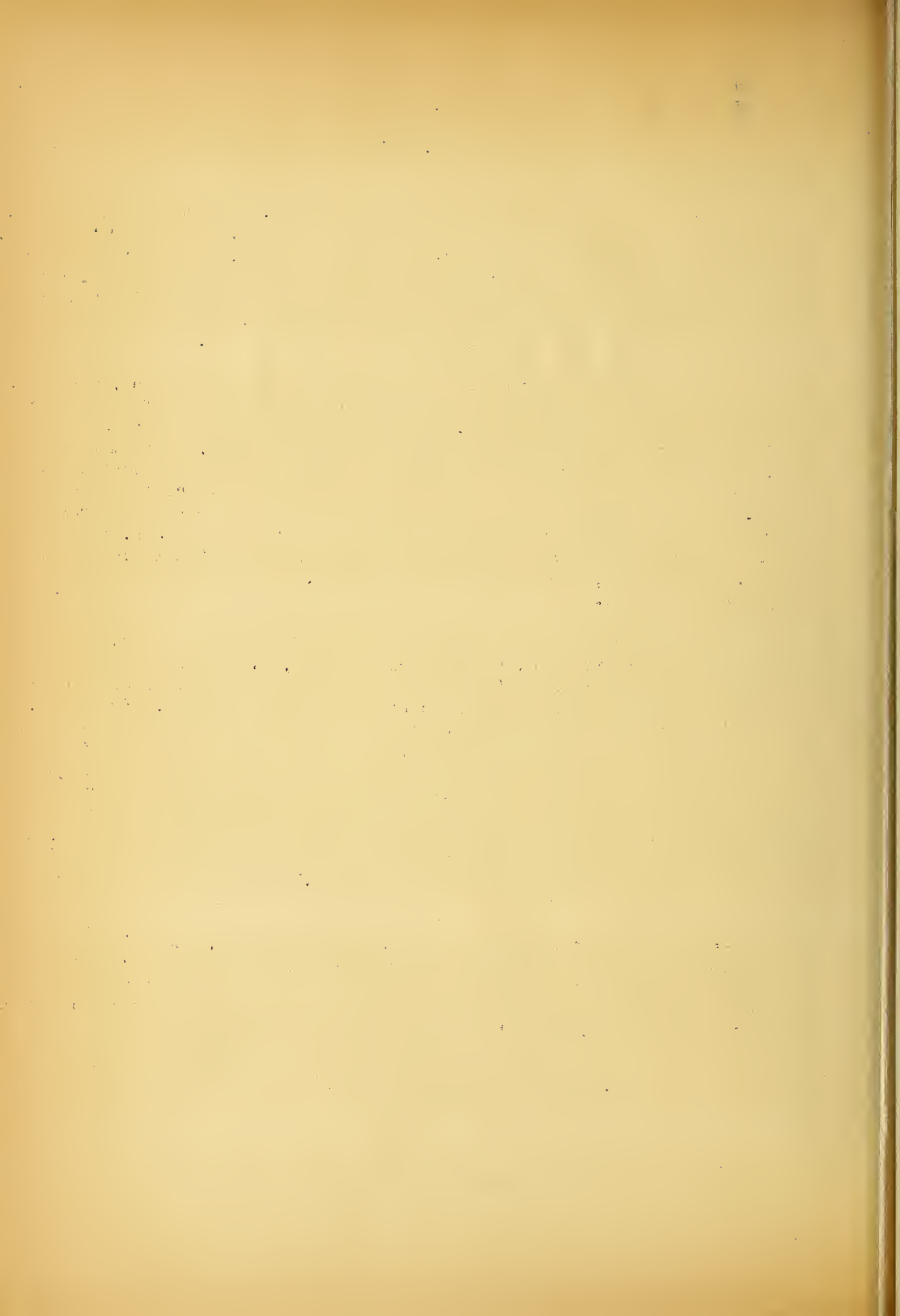
Dried prune purchases by householders totaled 4,541 tons in December, slightly below the level in November, but substantially above the 3,840 tons reported in December a year ago (fig. 7). For the 3 months, October through December of the 1950 season, purchases were approximately 20 percent greater than during the same period of the 1949 season. Householders paid an average of 26.4 cents per pound for dried prunes in December, compared with 26.0 cents in the previous month and 23.6 cents in December 1949.

Household purchases of raisins in December totaled 8,455 tons, more than 2,000 tons above the level of purchases in December 1949 (fig. 7). From October through December 1950, household purchases of raisins were nearly 18 percent higher than during the same period in 1949. Consumer prices for raisins continued to advance in December as householders reported paying an average of 28.2 cents per pound, compared with 26.9 cents in November, 23.6 cents in October, and 19.4 cents in December a year ago. Over 25 percent of the families reported purchasing raisins in December, the largest proportion that has reported raisin purchases during the 15 months for which these data are available. In December 1949, slightly under 18 percent reported purchases.

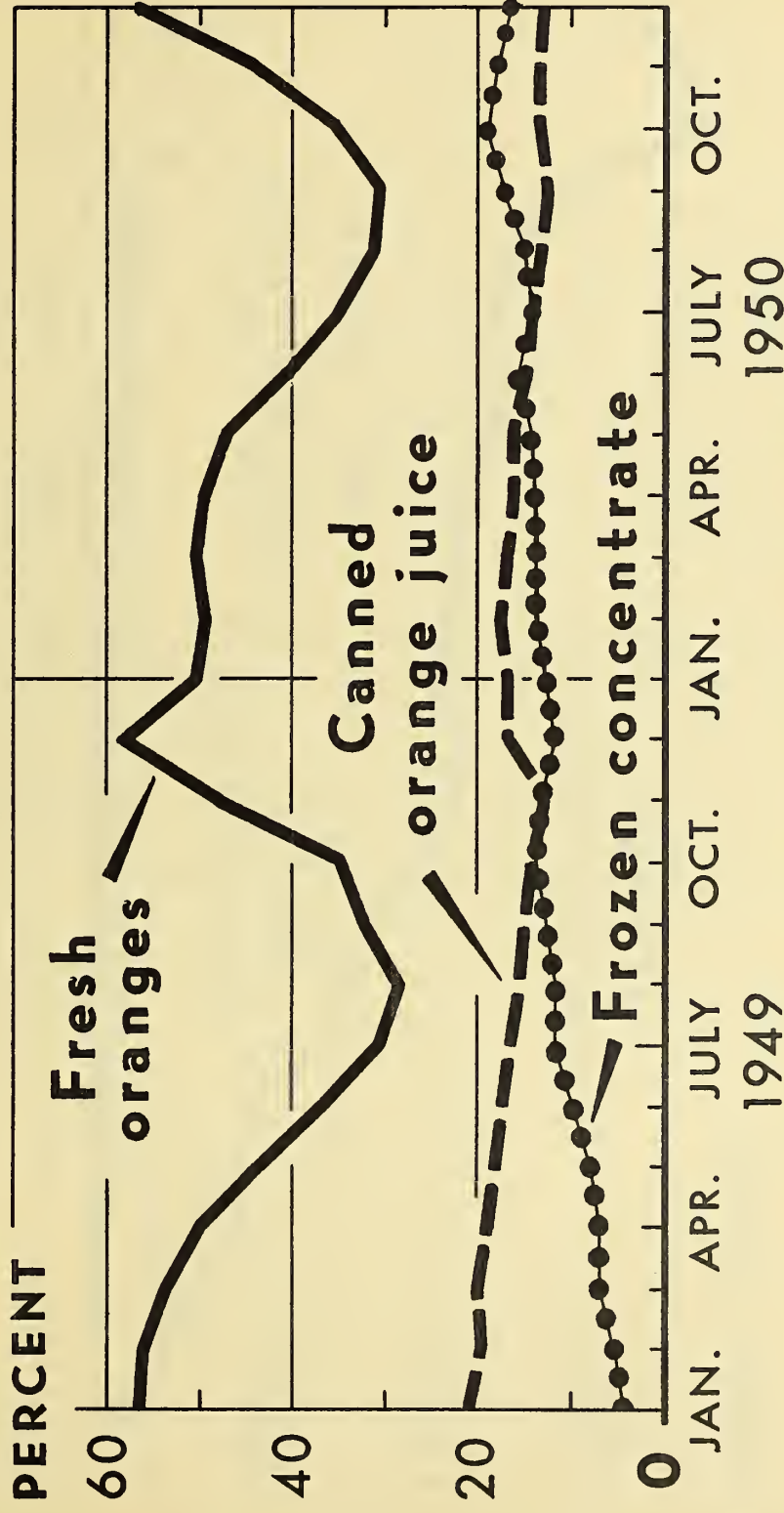
In December householders purchased a total of 6,246 tons of dates, of which 2,371 tons were reported to be domestic dates, 2,029 tons were imported dates, and 1,846 tons were of unidentified origin. Purchases in December were more than double the volume reported during the previous month. Preliminary reports for the 3 months, October through December 1950, indicate that household purchases of dates totaled 10,752 tons.^{1/} Of these, 4,173 tons were reported as domestic dates, 3,802 tons as imported, and 2,777 tons were of unidentified origin. Prices paid by householders for both domestic and imported dates continued to decline gradually in December. The average price reported for domestic dates in December 1950 was 32 cents per pound, compared with 34 cents in November and 35 cents in October. Prices paid for imported dates have shown a smaller decline, averaging 48.2 cents per pound in October and 46.6 cents in December.

Household purchases of dried apricots, dried peaches, and dried figs during the 1950 marketing season through December were below the level of purchases during the same period of the 1949 season (fig 8). Dried apricot purchases for the 3 months, October through December 1950, were approximately 21 percent smaller than during the same period in 1949; dried peach purchases about 17 percent smaller; and dried fig purchases about 13 percent less. Prices paid by householders for all of these fruits averaged higher during the 1950 season through December than in the same months of the previous year.

^{1/} Includes purchases for 12 weeks of the 13-week period.



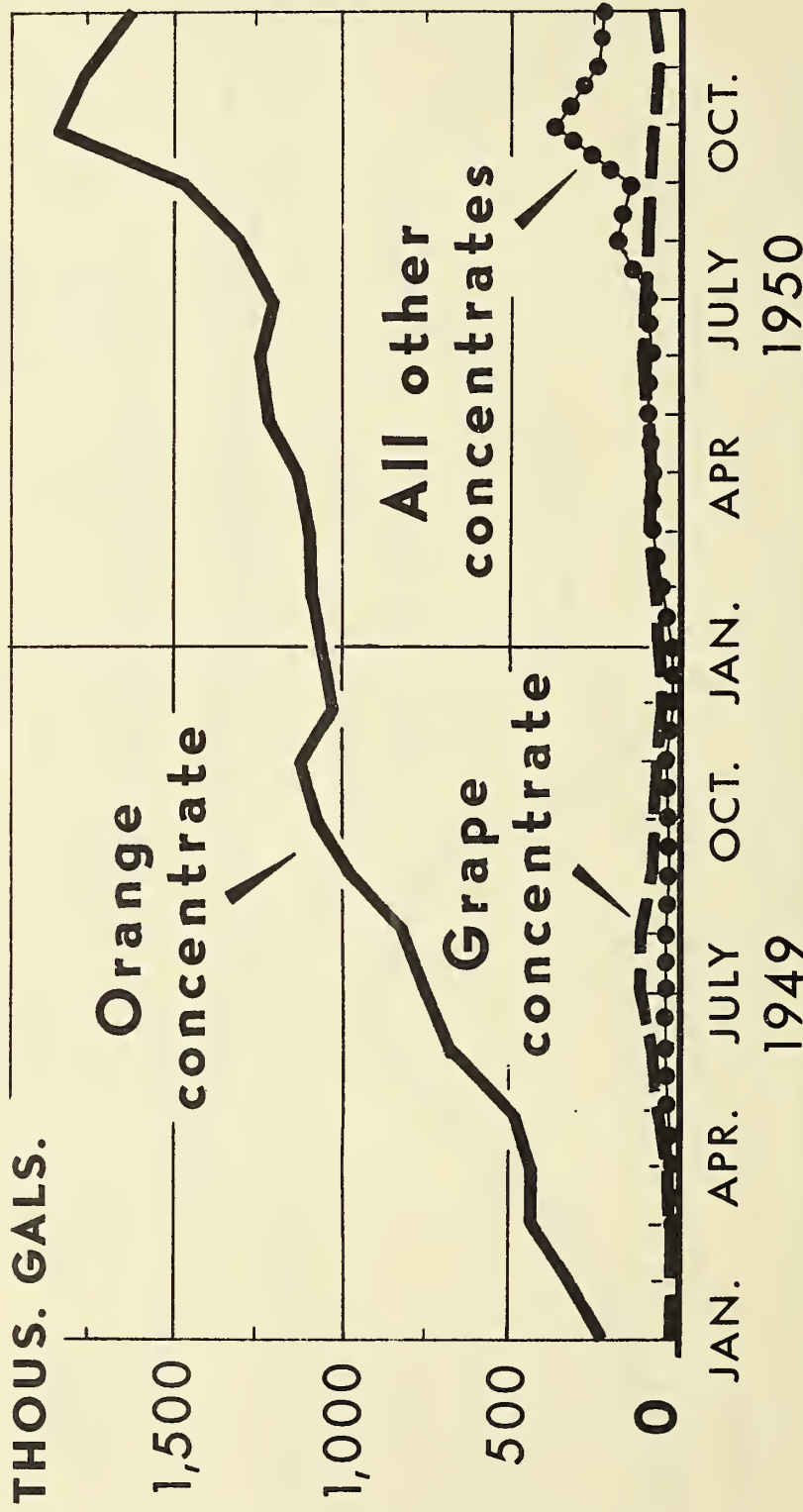
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

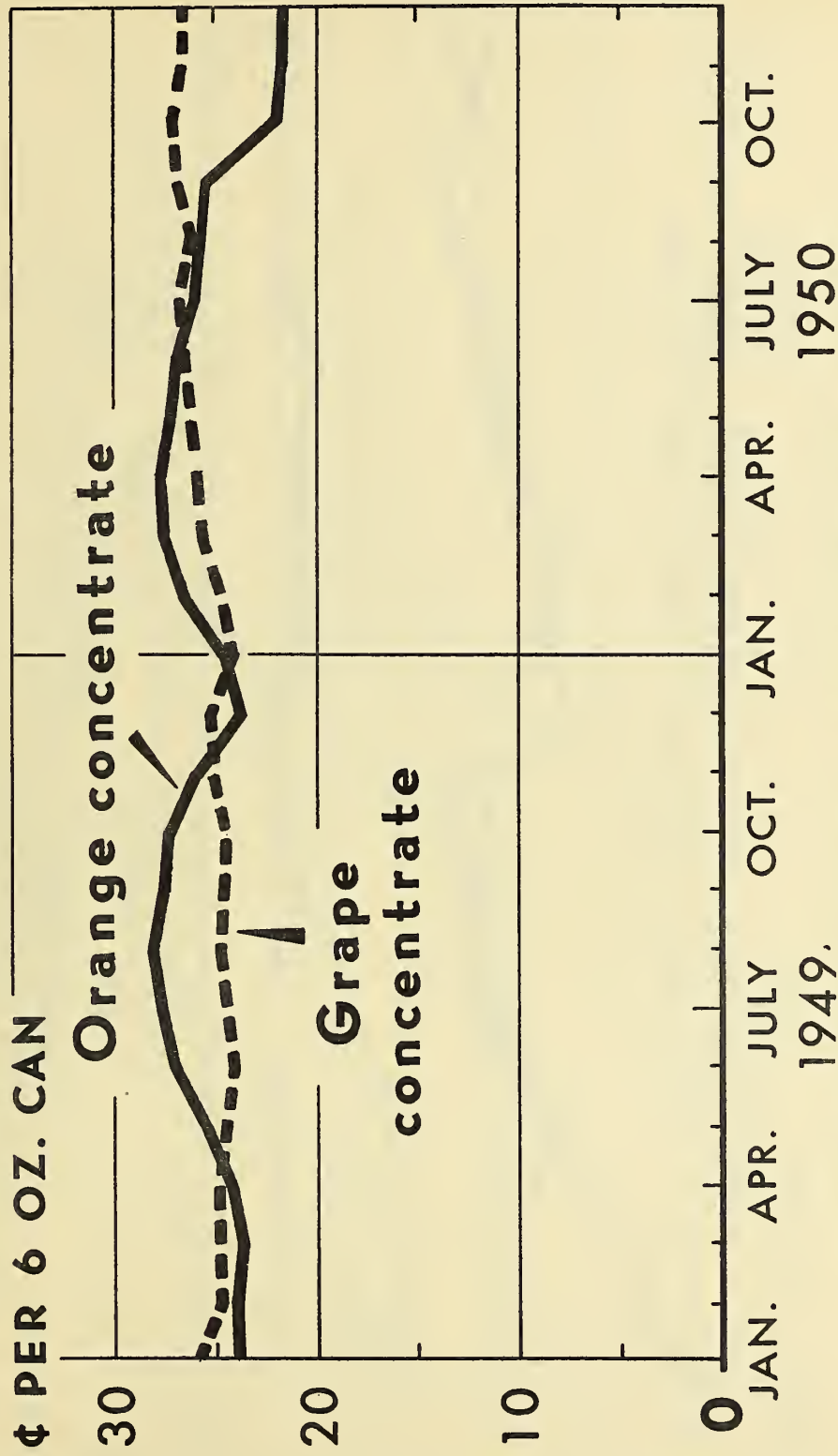
FIGURE 1

CONSUMER PURCHASES OF FROZEN FRUIT JUICES



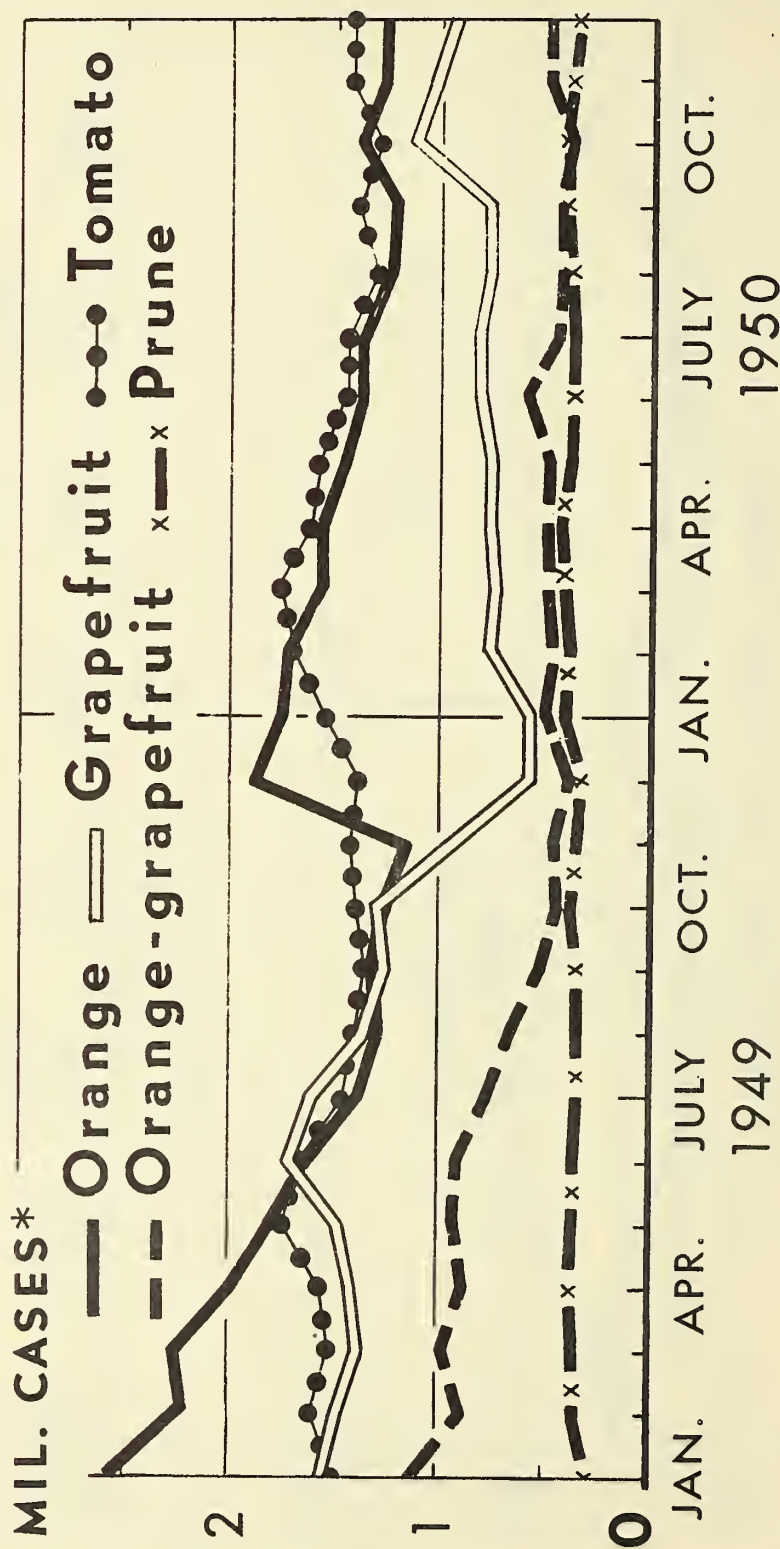
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

PRICES OF FROZEN FRUIT JUICES



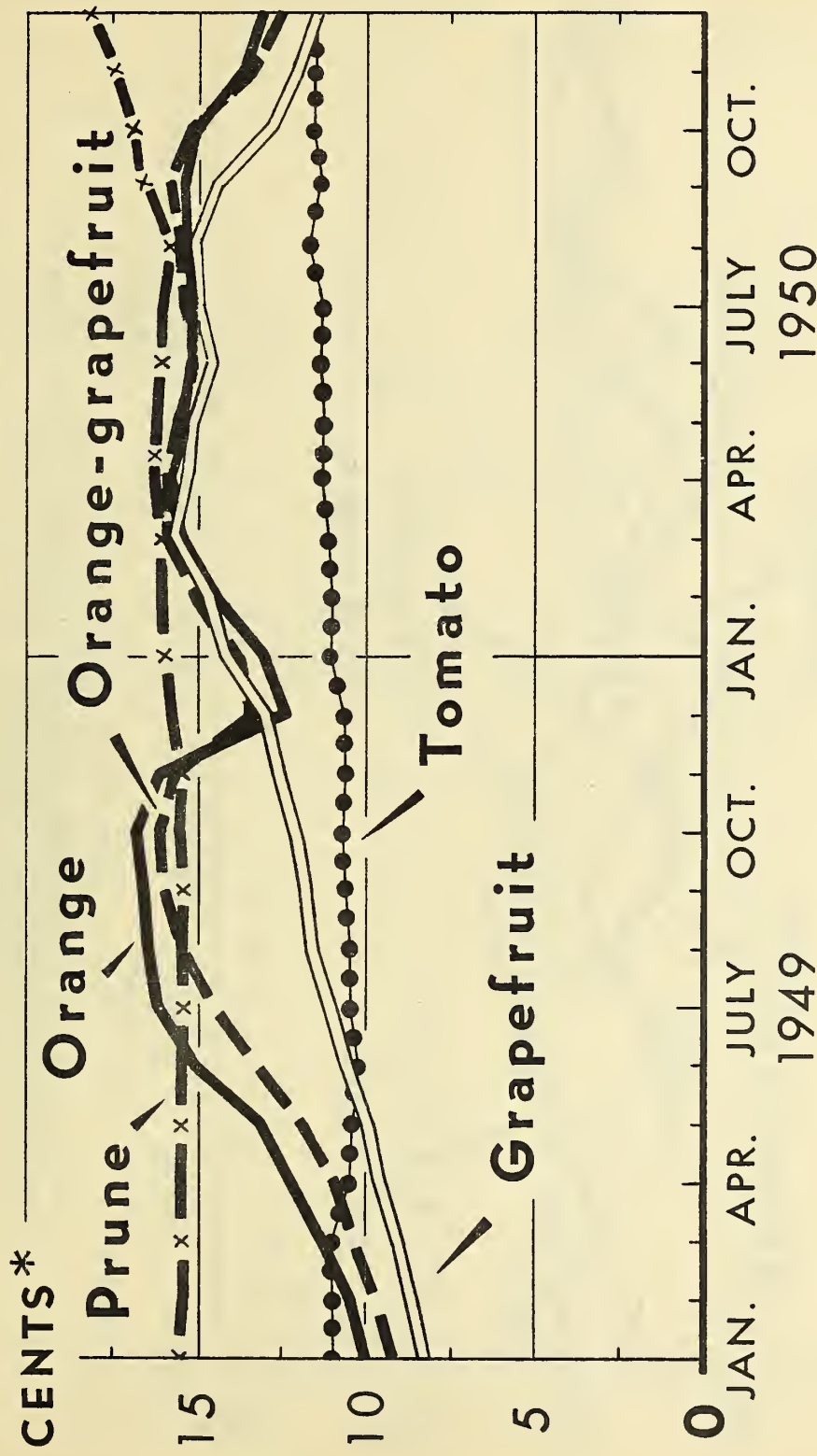
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

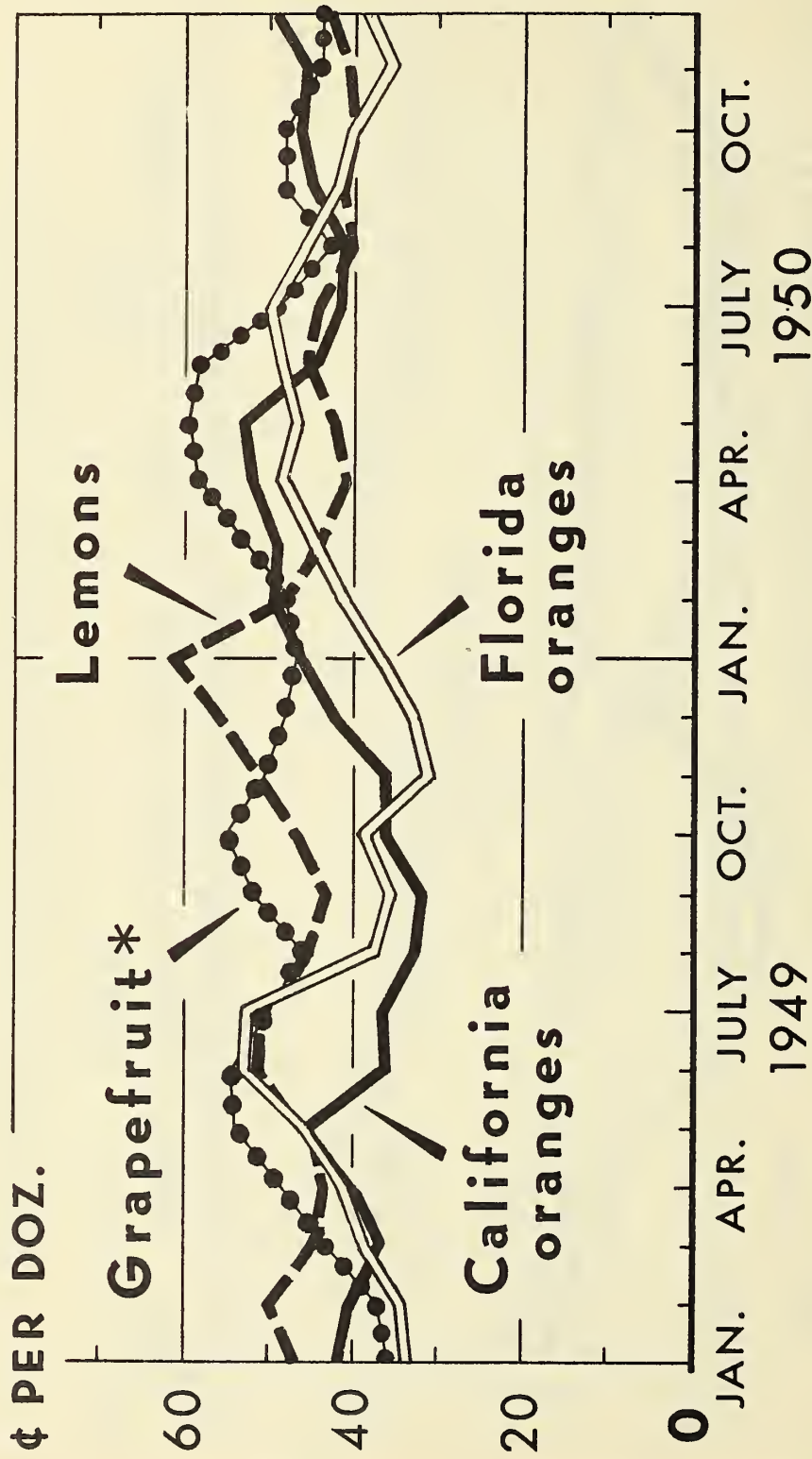
PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER EQUIVALENT #2 CAN

PRICES OF FRESH CITRUS FRUITS

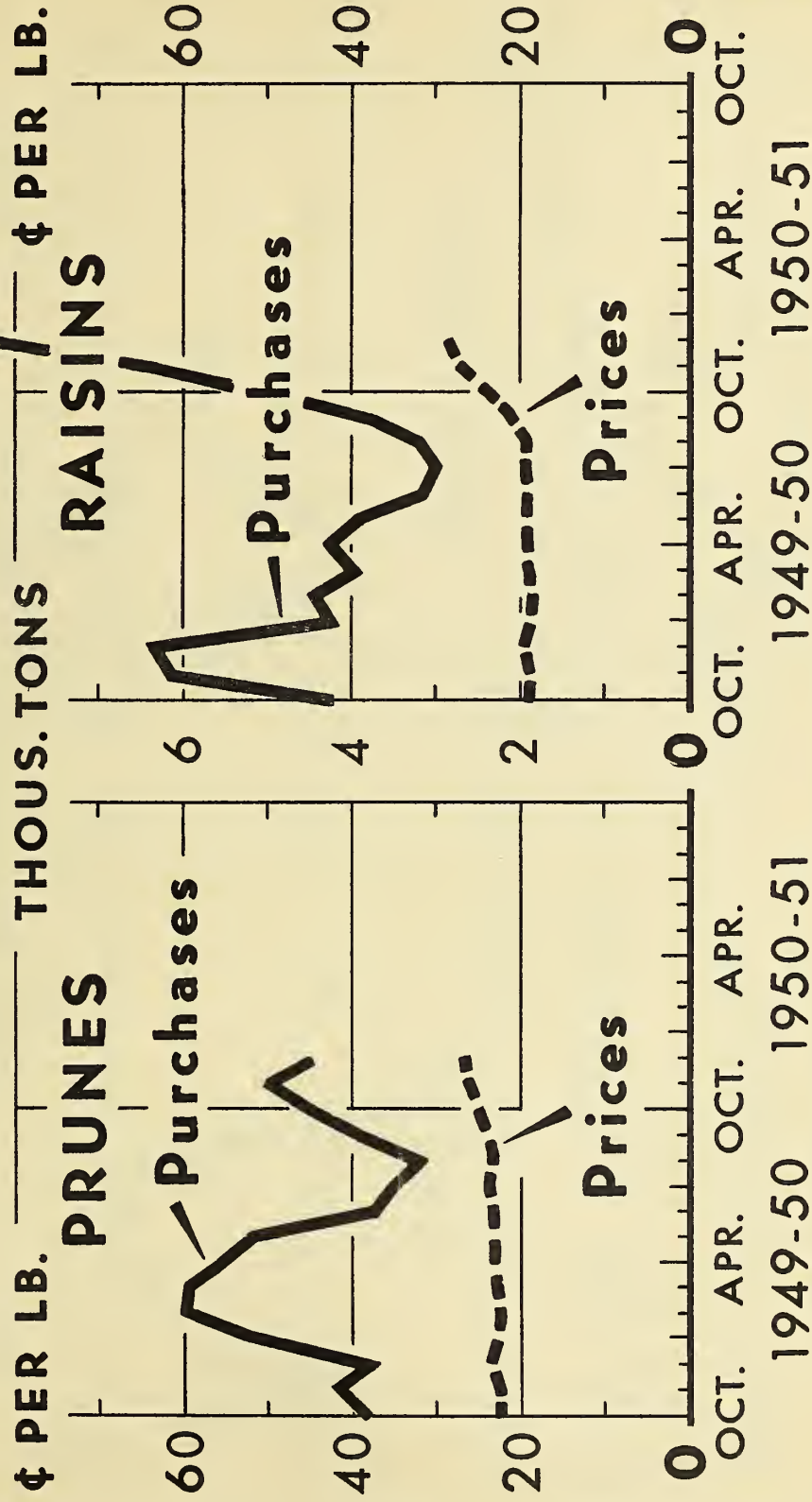


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

DRIED PRUNES AND RAISINS

Consumer Purchases and Prices Paid



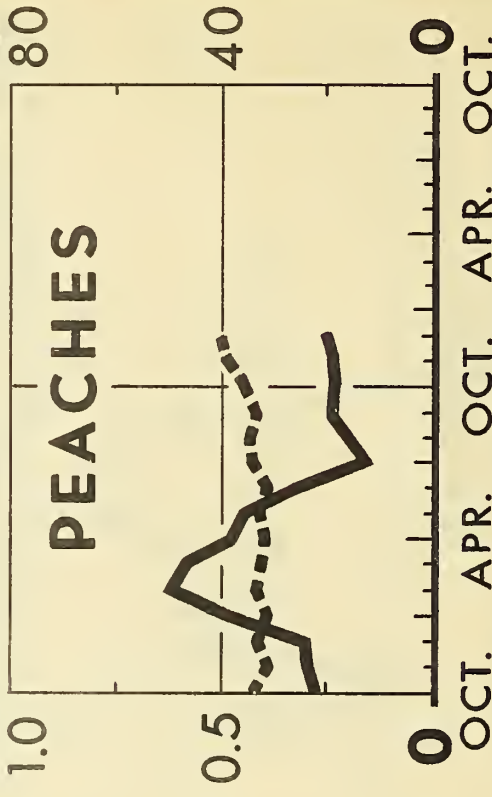
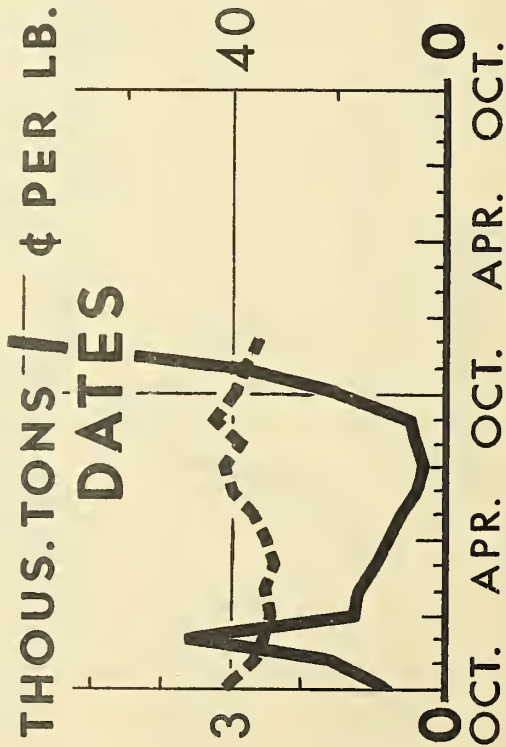
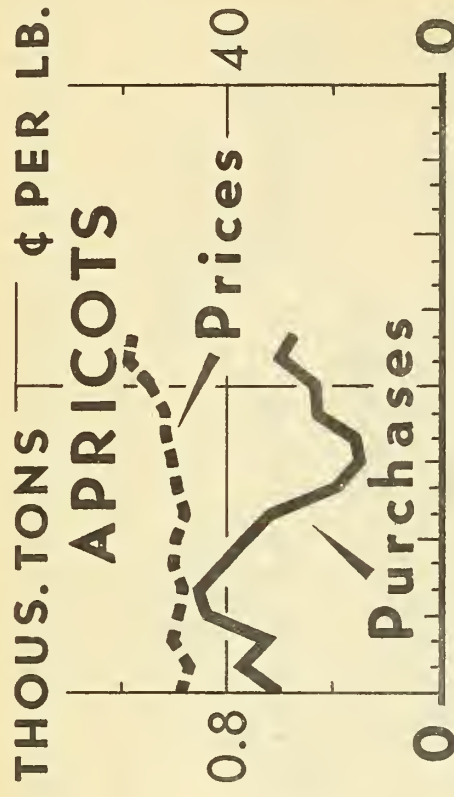
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 47894-XX BUREAU OF AGRICULTURAL ECONOMICS

FIGURE 7

RETAIL PURCHASES AND PRICES, SELECTED DRIED FRUITS



1949-50 1950-51

1949-50 1950-51

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 47895-XX BUREAU OF AGRICULTURAL ECONOMICS

FIGURE 8

Table 1.--Frozen concentrated juices: U.S. total consumer purchases, percentage of families buying and average prices, December 1950 and comparative months 1/

		Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice				
December	1950	1,638	16.2	21.6
November	1950	1,762	17.7	21.7
December	1949	1,024	11.6	23.7
Grape juice				
December	1950	70	1.6	26.6
November	1950	59	1.4	26.6
December	1949	47	1.1	25.2
Grapefruit juice				
December	1950	50	1.1	15.6
November	1950	51	1.1	17.4
October	1950	45	1.2	19.1
Orange and grapefruit blend				
December	1950	142	1.7	14.5
November	1950	129	2.0	15.4
October	1950	157	2.4	14.8
Other concentrates				
December	1950	37	<u>2/</u>	16.6
November	1950	70	<u>2/</u>	17.3
October	1950	155	<u>2/</u>	11.0
Total				
December	1950	1,937	17.6	<u>2/</u>
November	1950	2,071	19.3	<u>2/</u>
December	1949	1,083	12.1	<u>2/</u>

1/ Each month represents a 4-week period.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U.S. total consumer purchases, percentage of families buying and average prices, December 1950, November 1950, and December 1949 ^{1/}

		Consumer purchases cases of 24 #2's	Percentage of families buying	Average price per 46-oz. can ^{2/}
		1,000 cases	Percent	Cents
Orange				
December	1950	1,272	13.0	32.1
November	1950	1,284	13.3	33.7
December	1949	1,890	16.6	30.4
Grapefruit				
December	1950	956	10.5	28.5
November	1950	1,022	11.0	30.3
December	1949	573	7.3	32.2
Orange and grapefruit blend				
December	1950	499	6.0	31.6
November	1950	489	5.5	33.7
December	1949	388	6.0	33.0
Lemon				
December	1950	35	2.2	12.2
November	1950	31	2.0	12.0
December	1949	38	2.5	12.3
Tomato				
December	1950	1,416	17.9	27.5
November	1950	1,426	18.7	27.4
December	1949	1,393	18.0	24.6
Pineapple				
December	1950	857	13.1	37.7
November	1950	757	11.8	37.4
December	1949	924	14.7	38.9
Prune				
December	1950	328	5.5	32.0
November	1950	373	6.0	30.9
December	1949	317	5.5	27.5
Total ^{3/}				
December	1950	6,249	47.9	
November	1950	6,309	47.4	
December	1949	6,364	47.8	

^{1/} Each month represents a 4-week period.

^{2/} Except: Lemon juice, 5 $\frac{1}{2}$ -ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Fresh citrus fruits: U.S. total consumer purchases,
percentage of families buying and average prices,
December 1950 and comparative months ^{1/}

		Consumer purchases <u>1,000 dozens</u>	Percentage of families buying <u>Percent</u>	Average price per dozen <u>Cents</u>
Oranges				
California				
December	1950	14,537	21.4	49.4
November	1950	12,978	17.6	45.4
December	1949	18,467	26.0	42.1
Florida				
December	1950	28,025	26.7	38.3
November	1950	17,570	20.8	35.6
December	1949	29,391	27.8	32.9
Texas				
December	1950	5,148	5.4	37.6
November	1950	3,240	4.6	33.7
October	1950	2,060	2.8	34.1
Total				
December	1950	56,350	56.6	41.6
November	1950	39,837	44.6	39.1
December	1949	60,851	58.1	36.1
Grapefruit				
Texas				
December	1950	2,820	8.7	86.2
November	1950	2,095	7.7	86.6
October	1950	932	4.4	101.0
Total				
December	1950	9,737	30.5	88.5
November	1950	8,571	29.6	88.5
December	1949	8,053	28.4	96.2
Lemons				
December	1950	6,126	20.7	42.8
November	1950	6,043	20.5	40.8
December	1949	5,174	20.0	55.9

^{1/} Each month represents a 4-week period.

Table 4.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, December 1950, November 1950, and December 1949 ^{1/}

		Consumer purchases	Percentage of families buying	Average price per pound
		Tons	Percent	Cents
Apples				
December	1950	102	.6	43.3
November	1950	160	.9	42.7
December	1949	164	.9	38.9
Apricots				
December	1950	542	2.8	57.8
November	1950	576	3.0	58.3
December	1949	643	3.1	50.0
Dates				
December	1950	6,246	22.5	35.4
November	1950	2,976	13.5	37.8
December	1949	3,580	12.7	34.0
Figs				
December	1950	740	4.0	44.8
November	1950	556	3.0	43.2
December	1949	860	4.3	40.7
Mixed fruit				
December	1950	237	.9	37.2
November	1950	261	1.0	40.0
December	1949	317	1.1	31.4
Peaches				
December	1950	256	1.2	40.1
November	1950	239	1.2	39.8
December	1949	302	1.4	33.2
Prunes				
December	1950	4,541	12.3	26.4
November	1950	4,996	13.0	26.0
December	1949	3,840	10.2	23.6
Raisins				
December	1950	8,455	25.1	28.2
November	1950	6,318	20.4	26.9
December	1949	6,333	17.7	19.4
Total ^{2/}				
December	1950	21,557	46.2	31.7
November	1950	16,407	39.3	30.9
December	1949	16,386	34.8	26.7

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants and dried pears.

National Consumer Panel of Industrial Surveys Company

able 9.0.---anned juices and rozen concentrated juices! 0.5. total consumer purchases and average prices, December 1950 (4-week period)

Commodity	Purchases					Average prices		
	Percent	: families buying :	Total all : families :	Per 1,000 : capita :	Size of aver- age purchase :	Per actual unit :	Per equivalent No.2 can :	Cents
		1,000 cases1/	Cases 1/	Ounces	Size	Cents		
Canned juices								
Orange	13.0	1,272	8.54	61.90	46 oz.	32.1		13.2
Grapefruit	10.5	956	6.42	62.64	46 oz.	28.5		11.5
Orange and gft.blend	6.0	499	3.35	61.94	46 oz.	31.6		12.6
Tangerine	1.2	67	.45	50.84	46 oz.	30.2		11.7
Lemon	2.2	35	.23	13.69	5½-6oz.	12.2		38.9
Apple	3.2	219	1.47	48.62	32 oz.	23.9		12.2
Grape	3.7	147	.99	33.30	32 oz.	41.5		26.4
Pineapple	13.1	857	5.75	47.06	46 oz.	37.7		15.3
Prune	5.5	328	2.20	35.43	32 oz.	32.0		18.2
Tomato	17.9	1,416	9.50	50.78	46 oz.	27.5		11.5
Vegetable combination	2.9	150	1.01	39.34	46 oz.	36.7		15.4
Other juices	2/	303	2.03	37.01	46 oz.	38.1		16.3
Total	47.9	6,249	41.94	50.40				13.6
Frozen concentrated juices								
Orange	16.2	1,638	10.99	13.53	6 oz.	21.6		
Grape	1.6	70	.47	8.73	6 oz.	26.6		
Grapefruit	1.1	50	.33	10.55	6 oz.	15.6		
Orange and gft.blend	1.7	142	.96	14.13	6 oz.	14.5		
Other concentrates	2/	37	.25	10.95	6 oz.	16.6		
Total	17.6	1,937	13.00	13.15				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 6.--Fresh citrus fruit: U.S. total consumer purchases and average prices, December 1950 (4-week period)

Commodity	Purchases				Average price	
	Percentage of	Total	Per	Size of	per	
	: all families buying:	: all families : 1,000 capita : average purchase:	: 1,000 capita : average purchase:	: average purchase:	: dozen	
	Percent	1,000 dozens	Dozens	Units	Cents	
Oranges						
California	21.4	14,537	97.6	11.8	49.4	
Florida	26.7	28,025	188.1	15.0	38.3	
Texas	5.4	5,148	34.5	17.9	37.6	
Unidentified	13.5	8,640	58.0	12.5	41.8	
Total	56.6	56,350	378.2	13.8	41.6	
Grapefruit						
Texas	8.7	2,820	18.9	5.6	86.2	
Unidentified	24.6	6,917	46.4	4.3	89.5	
Total	30.5	9,737	65.3	4.6	88.5	
Tangerines	21.5	13,073	87.7	11.1	37.0	
Lemons	20.7	6,126	41.1	5.7	42.8	
Limes	.5	140	1.0	8.1	40.0	
Total	70.0	85,426	573.3	10.1	46.4	

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Table 7.—Dried fruit: U.S. total consumer purchases and average prices,
December 1950 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of	Total	Per	Size of	
	all families buying:	all families	1,000 capita	average purchase:	
	Percent	Tons	Pounds	Ounces	
Apples	.6	102.5	1.37	11.70	43.3
Apricots	2.8	541.6	7.27	13.25	57.8
Dates - Total	22.5	6,245.6	83.83	16.90	35.4
Domestic	7.5	2,371.0	31.83	20.35	32.0
Foreign	11.3	2,029.0	27.23	11.93	46.6
Unidentified	5.5	1,845.6	24.77	22.22	27.2
Figs	4.0	740.5	9.94	12.82	44.8
Mixed dried fruit	.9	237.2	3.18	17.00	37.2
Peaches	1.2	256.0	3.44	15.47	40.1
Pears 1/	2/	5.2	.07	16.00	39.0
Prunes	12.3	4,540.9	60.95	22.61	26.4
Raisins	25.1	8,455.4	113.49	20.60	28.2
Currents	2.5	431.9	5.80	12.56	34.3
Total	46.2	21,556.8	289.34	18.69	31.7

^{1/} Too few purchases represented to permit significant analysis.

^{2/} Less than one-tenth of 1 percent.

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